HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

August 23, 1996

REDUCING YOUNG PEOPLE'S ACCESS TO TOBACCO PRODUCTS

Proposed Rule	Final Rule
Minimum age of 18 to buy tobacco products	Same
Ban vending machines and self-service displays	Same EXCEPT in certain nightclubs and other "adult only" facilities totally inaccessible to persons under 18
Ban "kiddie" packs, "loosies," or free samples	Same
Ban mail-order sales	Mail-order sales permitted

REDUCING APPEAL OF TOBACCO PRODUCTS TO YOUNG PEOPLE

Proposed Rule	Final Rule
Ban billboards within 1,000 feet of schools and playgrounds	Same
Other billboards, outdoor and in-store advertising limited to black-and-white text only	Same EXCEPT color, imagery permitted in "adult only" facilities if not visible from outside and not removable
Advertising in publications with significant youth readership (more than 15% or 2 million) limited to black-and-white text only	Same
Ban brand-name sponsorship of sporting or other events; only corporate name sponsorship permitted	Same, INCLUDING cars and teams
Ban brand names on hats, t-shirts, gym bags, etc.	Same

Source: https://www.industrydocuments.ucsf.edu/docs/ktcy0000

EDUCATING YOUNG PEOPLE ABOUT HEALTH RISKS OF TOBACCO

The proposed rule called for a $150 million annual fund, paid by tobacco manufacturers, to conduct a national educational campaign.

The FDA will pursue the goals of the educational effort proposed in August 1995 by using Section 518 of the Federal Food, Drug, and Cosmetic Act. Under the authority of this provision, the FDA will propose to require the six tobacco companies with a significant share of sales to children to educate young people about the health risks of using their products. This national campaign, including television spots, would be monitored for its effectiveness.

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